

116. Photo Editing (3)

Study of the use and potential use of photographs in various types of publications. Instruction in how to identify and to obtain quality photographs for publication.

117. Advanced Press Photography (3)

Prerequisite: Jour 17 or permission of instructor. Use of news cameras for photographic reporting; evaluation and preparation of pictures for publication; field and laboratory experience in flash and extension lighting, filters; advanced uses and processing of high speed films, efficient processing methods. (2 lecture, 3 lab hours)

120. Newspaper Workshop (3; max total 6)

Prerequisite: Jour 110. Practice in comprehensive, depth reporting and executive news work; use of Journalism Department newspaper for laboratory purposes. (6 lab hours)

124. Magazine Feature Writing (3)

Writing and marketing varied kinds of feature material used by magazines, Sunday newspaper supplements, and syndicates.

126. Critical Writing (3)

Prerequisite: Jour 110, 188. Critical analysis of structure and content of editorials, other opinion pieces, and interpretative articles. Practice in writing editorials and critical essays. (2 lecture, 2 lab hours)

128. Radio and Television News Writing (3)

Prerequisite: Jour 8 or permission of instructor. Gathering, writing, editing news for radio and television.

129. Field Work in Broadcast News (3)

Prerequisite: Jour 8, 128, and permission of instructor. Gathering, writing, and editing broadcast news in live studio situations.

130. Problems of Broadcast Journalism (3)

Prerequisite: upper division standing. Sociological and journalistic study, including evaluation of historical development, legal problems, and traditional and contemporary criticism of broadcast journalism.

139T. Topics in Journalism (1-3; max total 6)

Analysis and investigation of selected areas in mass communications including current developments in advertising, public relations, broadcast news, print media, photocommunications, and journalism education.

142. Radio and Television News Broadcasting (3) (See R-TV 142)**145. Advertising Procedures (3)**

Overview of all aspects of the field of advertising. Study of history, agent-client relationships, all media, relationship to the behavioral sciences, production of copy and layouts, and advertising legislation and responsibility.

146. Newspaper Advertising Staff (3; max total 6)

Prerequisite: Jour 145 or permission of instructor. Newspaper advertising staff designed to give students practice in selling and servicing accounts, creating and producing advertisements: department paper used as a laboratory.

155. Print Advertising Copy Writing (3)

Prerequisite: Jour 145. Print media advertising copy writing and design. Print media in relationship to advertising and society.

160. Advertising Media (3)

Prerequisite: Jour 145. Analysis of strengths and weaknesses of all media and their relationship to advertising. Market research, media research and the effect of the medium on the message.